Volume 9 Contents

CONTENTS **Volume 9, Number 1, March 1992**

From the Editor 1
Thomas P. Hustad

Japanese and British Companies Compared: Contributing Factors to Success and Failure in NPD 3
Scott Edgett, David Shipley and Giles Forbes

Making Trade-offs in the New Product Development Process: A German/U.S. Comparison 11
Ashok K. Gupta, Klaus Brockhoff and Ursula Weisenfeld

FROM EXPERIENCE: Where Does Your New Technology Fit into the Marketplace 19
Frank Lynn and Susan Heintz

Technology Transfer to the Private Sector: A Field Study of Manufacturer Buying Behavior 26
David W. Large and Donald W. Barclay

The Effects of Cognitive Problem Solving Orientation and Technological Familiarity on Faster New Product Development 44
Edward F. McDonough III and Gloria Barczak

A Survey of Major Approaches for Accelerating New Product Development 53
Murray R. Millson, S.P. Raj and David Wilemon

Abstracts 70

Book Reviews 85

CONTENTS **Volume 9, Number 2, June 1992**

From the Editor 89
Thomas P. Hustad

The R&D-Marketing Interface in Japanese High-Technology Firms 91
X. Michael Song and Mark E. Parry

The NewProd System: The Industry Experience 113
Robert G. Cooper

New Product Models: Practice, Shortcomings and Desired Improvements 128
Vijay Mahajan and Jerry Wind

FROM EXPERIENCE: Balancing the Product Development Process: Achieving Product and Cycle-Time Excellence in High Technology Industries 140
Michael Anthony and Jonathan McKay

Measuring Technology Incorporation/Infusion 148
Robert W. Zmud and L. Eugene Apple

Inward Technology Licensing as an Alternative to Internal R&D in New Product Development: A Conceptual Framework 156
Kwaku Atuahene-Gima

Abstracts 168

Book Reviews 183

CONTENTS **Volume 9, Number 3, September 1992**

From the Editor 169
Thomas P. Hustad

Evaluating QFD's Use in U.S. Firms as a Process for Developing Products 171
Abbie Griffin

The Hidden Costs of Accelerated Product Development 188
C. Merle Crawford

Collapsing New Product Development Times: Six Case Studies 200
Vincent A. Mabert, John F. Muth and Roger W. Schmenner

FROM EXPERIENCE: Developing New Product Concepts via the Lead User Method: A Case Study in a "Low Tech" Field 213
Cornelius Herstatt and Eric von Hippel

New Products and Financial Risk Changes 222
Timothy M. Devinney

An Organizational Learning Approach to Product Innovation 232
Daryl McKee

Abstracts 246

Book Review 260

CONTENTS **Volume 9, Number 4, December 1992**

From the Editor 265
Thomas P. Hustad

Developing an Effective Testing Program for Consumer Durables 267
Albert L. Page and Harold F. Rosenbaum

From Experience: New Idea Enhancement at Amoco Chemical: An Early Report from a New System 278
Jeff D. Felberg and David A. DeMarco

How Involving More Functional Areas Within a Firm Affects the New Product Process 287
Linda Rochford and William Rudelius

From Experience: Avoiding the Best-of-the-Best Specification Trap 300
Milton D. Rosenau, Jr.

Organizational Influences on the New Product Development Process in Financial Services 303
Des Thwaites

Abstracts	**314**
Book Reviews	**327**
Author Index to Volume 9	**332**
Subject index to Volume 9	**333**
Volume Contents	